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December 20, 1972

**Brotherhood Takes Charge  
Of Mission Conferences**

MEMPHIS (BP)--World mission conferences, a favorite time over the years for Southern Baptists to meet their missionaries face to face, is scheduled to get a shot in the arm January 1 when the Brotherhood Commission begins promoting this basic mission education activity throughout the denomination.

Responsibility for promoting and administering the world mission conferences (formerly schools of missions) has been transferred to the commission from the Home Mission Board to broaden the base of promotional support.

Glendon McCullough, executive director of the commission, worked out the details of the transfer with leaders of the home and foreign mission boards shortly after assuming the reins of the Memphis agency.

Norman Godfrey, who will direct the world mission conferences for the Commission, said about 200 Baptist associations will host mission conferences during the next 12 months.

An estimated 3,000 foreign, home and state missionaries will participate in the conferences, reporting on their work and exhorting Southern Baptists to support missions through praying, giving and going, Godfrey said.

Based on past experience, the missionaries will speak to more than one million persons. More than 500 persons will make professions of faith and another 500 will commit their lives to mission service.

Godfrey emphasized that the home and foreign mission boards will continue to enlist the missionaries for the conferences.

While proven traditional schedules will continue to be used, many innovations in scheduling and presenting world missions are being considered.

Looking toward the future, Godfrey said he hopes to step up promotion of the conferences by providing associational leaders with media packets containing news releases, a suggested advertising program, and tapes for radio and television use.

Administratively, Godfrey said he will concentrate on scheduling the conferences more evenly throughout the year.

Presently, most associations want to have the missionaries visit in the late fall and early spring when the denomination is emphasizing foreign and home missions through the churches.

Godfrey said he hopes to show how world mission conferences can be just as meaningful during other seasons of the year, particularly late spring and early fall.

In a typical world mission conference in an association, a missionary is enlisted for every participating church.

The churches are divided into groups of five with two home missionaries, two foreign missionaries and one state missionary assigned to each group.

Over a five-session period, the missionaries rotate among the churches, presenting information about mission opportunities.

In a well planned world mission conference, using the eight-day plan, each missionary will get an opportunity to visit 10 different churches, Godfrey said.

At the present rate, every Baptist association will have an opportunity to sponsor a world missions conference every five years.

Godfrey predicted world mission conferences will be around a long time. "While methods for presenting missions have changed drastically the last 15 years, there's no real substitute for the missionary himself."

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Lay Witness Mission  
Manuals Prepared

12/20/72

MEMPHIS (BP)--Two preparation manuals for helping Southern Baptist churches conduct lay witness missions have been edited by James E. Johnson, director of the lay ministries department of the Brotherhood Commission.

They are Lay Witness Mission for adults and Youth in a Lay Witness Mission.

The 48-page book for adults describes the lay witness mission experience and gives advice to the 15 church committees it recommends for the activity.

The committees are welcome and transportation, housing, publicity, food, correspondence, follow-up, prayer, literature, attendance, coffee hostess, visitation, youth, children, nursery, and finance.

Beginning with a definition of lay witness mission, the book outlines five benefits of a lay witness experience. They are: a new depth of Christian love and fellowship, a focus on personal commitment, deeper desire for involvement in the life of the church, total membership visitation, and a new picture of the church for each participant.

Johnson said the manual was adapted from information prepared by Ben Johnson of Atlanta, a pioneer in developing the lay witness mission concept during the last 10 years.

The second book, prepared especially for the leader of youth, was written by Bruce Mitchell of St. Louis, a Methodist layman and adapted for Southern Baptists.

In a foreward, Glendon McCullough, executive director of the Brotherhood Commission, commends the concept of lay witness mission to Southern Baptists as "an approach to Christian witness and ministry whose time has come."

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